

Message Text

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FM SECSTATE WASHDC
TO AMEMBASSY JAKARTA
INFO AMEMBASSY KUALA LUMPUR
AMEMBASSY SINGAPORE

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E.O. 11652: N/A

TAGS: BEXP, ID

SUBJECT:REQUEST FOR MARKET RESEARCH CONTRACT: ELECTRONICS
INDUSTRY PRODUCTION AND TEST (EIPT) EQUIPMENT AND
INSTRUMENTS.

1. OIM WOULD APPRECIATE RECEIVING MARKET BRIEF COVERING
INDONESIAN MARKET OPPORTUNITIES TO SUPPORT AN ELECTRONICS
INDUSTRY PRODUCTION AND TEST (EIPT) EQUIPMENT AND INSTRU-
MENTS EXHIBITION BEING PLANNED AS REGIONAL PROMOTION AT THE
USRTC SINGAPORE (JUNE 13-17, 1977). MARKET DATA IS NEEDED
BOTH FOR PLANNING OF EVENT AND FOR DISSEMINATION TO US
INDUSTRY DURING EXHIBITION SOLICITATION.

2. REQUEST EMBASSY'S ASSISTANCE IN CONTRACTING WITH
EXPERIENCED MARKET RESEARCH COMPANIES QUALIFIED TO PERFORM
RESEARCH IN INDONESIA TO PROVIDE A MARKET BRIEF COVERING
GENERAL OVERVIEW OF EIPT EQUIPMENT AND INSTRUMENTS MARKET,
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INCLUDING MARKET PROJECTIONS THROUGH 1980.

3. IN ADDITION TO GENERAL DISCUSSION OF MARKET FACTORS, FOLLOWING SPECIFIC POINTS SHOULD BE INCLUDED IN MARKET BRIEF:

A. INDICATE THE ESTIMATED SIZE OF THE MARKET FOR EIPT

EQUIPMENT AND INSTRUMENTATION IN CY 1974, 1975, 1976 AND 1980.

B. INDICATE THE LEVEL OF IMPORTS, EXPORTS, AND PRODUCTION OVER THE ABOVE PERIOD FOR MAJOR CATEGORIES OF EIPT EQUIPMENT AND INSTRUMENTATION.

C. FOR THE SAME YEARS SHOW THE U.S. SHARE OF INDONESIA'S IMPORTS, AND INDICATE MAJOR THIRD COUNTRY SUPPLIERS AND THEIR ESTIMATED MARKET SHARE.

D. DISCUSS MARKETING PRACTICES OF U.S. AND THIRD-COUNTRY SUPPLIERS THAT PARTICULARLY CONTRIBUTE TO THEIR COMPETITIVE POSITIONS IN THE MARKET.

E. DISCUSS MARKETING ADVANTAGES, IF ANY, HELD BY DOMESTIC MANUFACTURERS OF EIPT EQUIPMENT AND INSTRUMENTATION OVER U.S. SUPPLIERS.

F. FORECAST THE GROWTH RATE IN TOTAL LOCAL CONSUMPTION BETWEEN 1975 AND 1980. DISCUSS BRIEFLY ECONOMIC, SOCIAL, AND OTHER FACTORS EXPECTED TO BE IMPACTING THE CHANGE IN MARKET SIZE FROM 1975 TO 1980.

G. IDENTIFY AND DISCUSS SPECIFIC TYPES OF U.S. EIPT EQUIPMENT AND INSTRUMENTATION LISTED IN PARA 5 BELOW FOR WHICH THE MARKET APPEARS TO HOLD PARTICULAR PROMISE OVER THE NEXT FIVE YEARS (1976-1980).

H. IDENTIFY MAJOR END-USERS AND MARKET SECTORS THAT OFFER THE BEST OPPORTUNITIES FOR SALES OF EIPT EQUIPMENT AND INSTRUMENTATION. RATE ORIGINAL COMPONENT MANUFACTURING UNCLASSIFIED

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AND ORIGINAL EQUIPMENT MANUFACTURING INDUSTRIES ACCORDING TO ESTIMATED PERCENTAGE SHARE OF TOTAL INDUSTRY CONSUMPTION OF EIPT EQUIPMENT AND INSTRUMENTATION IN 1975 AND 1978.

I. DISCUSS MARKET CONDITIONS (E.G. GOVERNMENT PLANS OR POLICIES OR MAJOR INDUSTRY CHANGES) WHICH MIGHT FACILITATE OR IMPEDE IMPORTATION AND SALES OF U.S. EQUIPMENT AND INSTRUMENTATION.

J. ARE THERE ANY PRODUCTION FACILITIES IN INDONESIA WHICH MANUFACTURE PARTS OF SEMICONDUCTOR DEVICES AND CIRCUITS IN CHIP (DIE) OR WAFER FORM? PLEASE IDENTIFY ALL SUCH FACILITIES.

4. FOR TRADE AUDIENCES FOR EIPT EQUIPMENT AND INSTRUMENTATION: ORIGINAL COMPONENT MANUFACTURERS (OCMS) ARE IDENTIFIED AS FOLLOWS:

A. SEMICONDUCTOR, INTEGRATED CIRCUIT, AND HYBRID CIRCUIT COMPONENT MANUFACTURERS.

B. PRINTED CIRCUIT COMPONENT MANUFACTURERS.

C. PASSIVE COMPONENT MANUFACTURERS (ELECTRONIC CAPACITORS, RESISTORS, RELAYS, CONNECTORS).

ORIGINAL EQUIPMENT MANUFACTURERS (OEMS) OF END PRODUCTS AND SUBASSEMBLIES ARE IDENTIFIED AS FOLLOWS:

A. OFFICE AND COMPUTER MACHINE MANUFACTURERS,

B. ELECTRIC TRANSMISSION AND DISTRIBUTION EQUIPMENT MANUFACTURERS,

C. RADIO AND TV RECEIVING EQUIPMENT MANUFACTURERS,

D. COMMUNICATIONS EQUIPMENT MANUFACTURERS,

E. ENGINEERING AND SCIENTIFIC INSTRUMENT MANUFACTURERS,

F. PROCESS CONTROL INSTRUMENT MANUFACTURERS, AND
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G. MEDICAL INSTRUMENT MANUFACTURERS.

5. THE MAJOR CATEGORIES OF EIPT EQUIPMENT, INSTRUMENTS, AND PARTS FOR EMBASSY'S USE IN UNDERTAKING MARKET RESEARCH ARE PRESENTED IN LIST FROM BELOW AS SCHEDULE B SUBCATEGORIES OF SITC CATEGORIES.

----- SCHEDULE B
SITC SUBCATEGORY

719.8 MACHINERY AND MECHANICAL APPLIANCES NOT ELSEWHERE
----- SPECIFIED (NES), BTN 84.59B

----- 719.8070 MACHINES, NOT ELSEWHERE CLASSIFIED (NEC)

----- FOR PRODUCTION AND ASSEMBLY OF SEMICON-
----- DUCTOR DEVICES INTEGRATED CIRCUITS (ICS)
----- ETC. AND PARTS NEC

722.2 ELECTRICAL APPARATUS FOR MAKING AND BREAKING OR
PROTECTING ELECTRICAL CIRCUITS, BTN 85.19

----- 722.2025 PILOT CIRCUIT DEVICES (LIMIT SWITCHES)

----- 722.2068 DELAY LINES, DISTRIBUTOR BOXES, END
----- SEALS, TERMINAL STRIPS

----- 722.2084 PARTS, NEC FOR RESISTORS

729.3 THERMIONIC ETC., VALVES AND TUBES, PHOTOCELLS,
----- TRANSISTORS, BTN 85.21

----- 729.3093 PARTS OF SEMICONDUCTOR DEVICES AND
----- CIRCUITS IN CHIP (DIE) OR WAFER FORM

----- 729.3095 PARTS AND ACCESSORIES NEC FOR SEMICOM-
----- DUCTOR DEVICES

----- 729.3097 PIEZOELECTRIC CRYSTALS AND PARTS, NEC

729.52 ELECTRICAL MEASURING AND CONTROLLING INSTRUMENTS
----- AND APPARATUS (EXCLUDING ELECTRICITY SUPPLY
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----- METERS), BTN 90.28

----- 729.5202 OSCILLOSCOPES

----- 729.5205 WAVEFORM MEASURING AND ANALYZING
----- INSTRUMENTS NEC

----- 729.5210 FREQUENCY MEASURING INSTRUMENTS, NEC

----- 729.5215 MICROWAVE TEST INSTRUMENTS

----- 729.5250 TEST INSTRUMENTS FOR TESTING ELECTRICAL,
----- RADIO, AND COMMUNICATIONS CIRCUITS AND
----- MOTORS, NEC

----- 729.5225 PANEL METERS, NON-RECORDING FOR INDICA-
----- TING ELECTRIC/ELECTRONIC (E/E) QUANTITY
----- OR CHARACTERISTICS

----- 729.5230 SWITCHBOARD METERS FOR INDICATING
----- ELECTRIC QUANTITY OR CHARACTERISTICS

----- 729.5235 ELECTRICAL QUANTITY OR CHARACTERISTICS
----- INDICATING INSTRUMENTS, E/E TYPE, NON-
----- RECORDING, NEC

----- 729.5238 ELECTRICAL QUANTITY OR CHARACTERISTIC
----- RECORDING, INSTRUMENTS, E/E

----- 729.5240 INSTRUMENTS, NEC, FOR RECORDING AND
----- CONTROLLING E/E QUANTITY OR CHARACTERIS-
----- TICS

729.95 ELECTRICAL CONDENSERS (CAPACITORS) INCLUDING
----- ELECTRONIC, BTN 85.18

----- 729.9560 PARTS, NEC, FOR CAPACITORS OR CONDENSERS

729.99 OTHER ELECTRICAL GOODS AND APPARATUS, NES, BTN
----- 85.22B

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----- 729.9910 SIGNAL GENERATORS

861.99 PARTS AND ACCESSORIES ETC. OF MEASURING, CON-
----- TROLLING, AND SCIENTIFIC INSTRUMENTS, NES, BTN
----- 90.29

----- 861.9910 PARTS AND ACCESSORIES, NEC FOR EQUIP-
----- MENT TO TEST ELECTRONIC, RADIO, AND COM-
----- MUNICATION CIRCUITS AND MOTORS

----- 861.9920 PARTS AND ACCESSORIES, NEC, FOR
----- ELECTRICAL QUANTITY AND CHARACTERISTICS
----- MEASURING INSTRUMENTS, NEC

6. EMBASSY REQUESTED TO NEGOTIATE A CONTRACT AT A COST NOT
TO EXCEED DOLLARS U.S. NINE HUNDRED AND FIFTY. CONTRACTOR
REQUIRED TO COMPLETE REPORT IN TIME FOR SUBMISSION FOR
FINAL REVIEW AND TRANSMITTAL TO OIM BY OCTOBER 1. FOUR
COPIES OF DOUBLE-SPACED TYPEWRITTEN REPORT DESIRED. KISSINGER

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